



#FreeLeads

15 Ways to Get Leads Using Your Free Seller Website

Start generating leads now !

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15 Ways to Get Leads Using Your Free Seller Website



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Leads

Free Seller Website, Ways To Get Leads

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If you're a wholesale seller in India, chances are you've noticed a worrying trend the leads just aren't coming in like they used to. Whether you're based in **Delhi's Sadar Bazaar**, **Mumbai's Crawford Market**, or **Chennai's Parry's Corner**, sellers everywhere are facing the same challenge, traditional lead-generation methods are no longer effective.

- Trade shows are expensive, with fewer serious buyers showing up.
- Middlemen and agents demand high commissions, but rarely deliver consistent results.
- Print ads and classifieds don't attract the attention they once did, especially in today's digital-first economy.

And while you wait for the next inquiry to come through, your competitor possibly just a few streets away is generating daily leads from their online presence.

So what's the smarter alternative?

Pepagora, [one of India's leading B2B platforms](#), now offers a solution built for today's wholesale sellers a Free Seller Website. This isn't just a simple product listing page. It's a fully functional digital storefront designed to help you showcase your products, attract wholesale buyers, and get direct business leads without spending on web development or marketing agencies.

This free website is mobile-friendly, optimized for Google, available in regional languages, and equipped with lead forms and tracking tools all tailored to the needs of Indian wholesalers.

Backed by real success stories and data from sellers across the country, this article will show you why your current methods are holding you back and introduce 15 proven ways to generate leads using your free seller website on Pepagora.



[Traditional Lead Generation Fails and Digital Marketplace like Pepagora bring more leads!](#)

Why Traditional Lead Generation Fails in Indian Wholesale Markets

Across India's wholesale hubs from Delhi's Karol Bagh to Tiruppur's knitwear clusters sellers have long relied on age-old methods to find buyers. Trade fairs, print ads, agent networks, and word-of-mouth referrals have served their purpose for decades. But today, many of these methods have stopped delivering results.

- **Trade Shows:** Renting stalls at expos like the India International Trade Fair in Delhi or exhibitions in Mumbai's BEC is costly. Plus, the return on investment is unpredictable. Post-COVID, attendance has dropped, and many buyers now prefer researching online instead of walking stalls.
- **Print Advertising:** Newspaper classifieds, flyers, and trade magazines may still look impressive, but their reach is limited. A one-time ad often disappears in a day. There's no way to track who saw it, who's interested, or if it led to a sale.
- **Agent and Broker Networks:** Relying on middlemen may have worked in the past, but it eats into profit margins. In cities like Chennai, many sellers report delays, miscommunication, and low-quality leads from agents juggling multiple clients.
- **Word of Mouth:** This remains valuable, but it's slow. Businesses in fast-moving sectors like electronics, packaging, and apparel cannot afford to wait months for their next referral.

Metro-Specific Challenges

- In Mumbai, wholesalers in crowded markets like Kalbadevi and Masjid Bunder struggle with visibility. New businesses often get lost in the crowd, and it's hard to stand out.
- In Bangalore, especially in areas like Chickpet, younger buyers are searching on mobile, not walking into markets. Sellers without a digital presence are missing out.
- In Delhi, some sellers still rely on printed product catalogues but buyers now want real-time inventory, photos, pricing, and instant communication.
- In Coimbatore and Tiruppur, where textile exports are strong, international buyers expect sellers to have a proper online presence before doing business.

The Need for a Modern, Trackable System

The wholesale world has changed. Buyers now search online, compare instantly, and expect quick responses. Sellers who still rely on offline methods are falling behind.

What wholesalers need today is:

- A cost-effective platform that works even on a small budget.
- A system that's visible on Google, not just market directories.
- A way to track enquiries, capture leads, and respond fast.
- A mobile-first solution for the new generation of wholesale buyers.

And that's exactly what Pepagora's Free Seller Website offers. It's time to replace guesswork with data, and uncertainty with daily inquiries.

What You Get with Pepagora's Free Seller Website

Pepagora understands that Indian wholesale sellers need more than just online visibility they need a complete, ready-to-use system that helps them attract, capture, and convert leads without hiring a web developer or spending money on digital marketing.

That's why every seller who registers on Pepagora gets a Free Seller Website custom-built to meet the needs of manufacturers, traders, exporters, and wholesalers.

Key Features That Come with Your Free Website

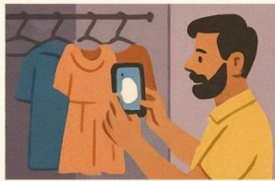
- **Search Engine Optimized (SEO) Listings:** Your product pages are designed to appear on Google, so buyers searching for "wholesale cotton fabric in Tiruppur" or "bulk LED lights in Delhi" can actually find you. You don't need to learn SEO it's built in.
- **Mobile-Responsive Design:** Most wholesale buyers now browse on mobile. Whether it's a buyer in Bangalore or Dubai, your site looks perfect on phones, tablets, and desktops without you doing anything.
- **Lead Capture Forms:** Every product listing includes inquiry forms, letting buyers contact you instantly. You get all their details name, company, phone, email directly in your dashboard.
- **AI-Powered Buyer Matching:** Pepagora matches you with buyers based on their purchase interests and search behaviour. This saves time and connects you with serious inquiries faster.
- **Multilingual Support:** Sellers from Coimbatore to Kolkata can list their products in English and their local language, making it easier for regional and international buyers to understand their offerings.
- **Daily Dashboard and Analytics:** Track how many people viewed your page, where they came from, and how many sent inquiries. You finally get clarity on what's working and where to improve.

Support from Real Humans

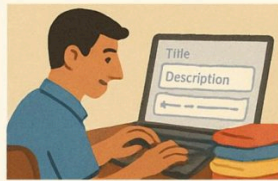
Pepagora isn't just a platform it's a team. Sellers receive access to a dedicated support desk to help with product uploads, SEO tips, and improving listing performance.

You don't need to be tech-savvy. If you can send a message on WhatsApp, you can manage your Pepagora website.

Ways to Generate Leads



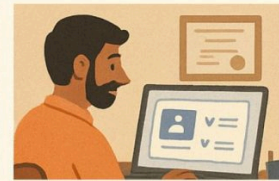
A seller taking a clear product photo



Update product details



Responding to a buyer message



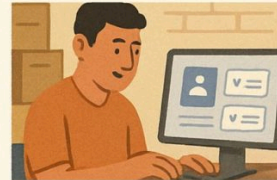
Check they are legit or not



Share Your Seller Page WhatsApp on Package



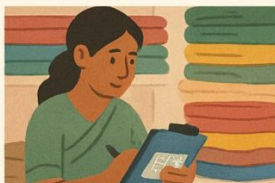
Printing the web link on packaging



Adding certificates to profile



Updating stock



Note that



Start to pack



Packing



Label

Ways to generate proper leads with pepagora

1. Write Clear Product Titles

- What it means: Use specific, searchable product names like “100 GSM Bleached Cotton Fabric – Tiruppur Export” instead of just “Cotton Fabric.”
- Common mistake: Vague titles like “New Product” or “Best Price Available” don’t help buyers find you.
- How Pepagora helps: SEO-optimized listing templates guide you with auto-suggestions.
- Real example: A seller from Tiruppur updated his textile listings and saw a 40% increase in search visibility within 10 days.

2. Use High-Quality Product Photos

- What it means: Clear, real images build trust. Avoid stock images.
- Common mistake: Blurry or generic photos make buyers skip your page.
- How Pepagora helps: Offers photo tips, upload support, and thumbnail previews.
- Real example: A Crawford Market (Mumbai) stationery wholesaler doubled inquiries after uploading clean, white-background product shots.

3. Keep Your Catalog Updated

- What it means: Add new products regularly. Remove outdated listings.
- Common mistake: Leaving your catalog unchanged for months.
- How Pepagora helps: You get reminders and performance tips based on listing activity.

- Real example: A Delhi-based electrical goods dealer added 20 new items and saw weekly inquiries jump from 2 to 11.

4. Write Simple, Buyer-Friendly Descriptions

- What it means: Use short sentences that explain what the product is, who it's for, and key specs.
- Common mistake: Copy-pasting technical specs without context.
- How Pepagora helps: Editable description fields with prompts for key selling points.
- Real example: A Coimbatore tool manufacturer shortened all product descriptions and saw a 22% higher lead-to-conversion ratio.

5. Use Local Keywords in Listings

- What it means: Mention your city and the industries you serve.
- Common mistake: Missing out on local buyers by not using city-specific terms.
- How Pepagora helps: Smart suggestions based on trending local searches.
- Real example: A Bangalore plastic packaging seller included "Bangalore Pharma Supplies" and received 15 pharma inquiries in 2 weeks.

6. Respond to Buyer Inquiries Within 24 Hours

- What it means: Fast replies show you're reliable and serious.
- Common mistake: Taking 3–4 days to respond — the buyer is already gone.
- How Pepagora helps: Sends email/SMS alerts instantly when a lead comes in.
- Real example: A Hyderabad electronics trader enabled instant alerts and closed 4 new B2B deals in one week.

7. Add Multiple Contact Options

- What it means: Include phone, WhatsApp, and email on your profile.
- Common mistake: Only adding one channel and missing out on preferred modes of communication.
- How Pepagora helps: Lets buyers choose how to contact you.
- Real example: A Chennai machinery supplier added WhatsApp and saw 30% more buyer engagement.

8. Promote Your Website Link Offline

- What it means: Print your seller site URL on invoices, packaging, and brochures.
- Common mistake: Not mentioning your online page in offline dealings.
- How Pepagora helps: You get a custom URL to share easily.
- Real example: A Ludhiana hardware wholesaler added his link to all delivery notes and now gets 3–4 leads a week from repeat customers.

9. Share Your Seller Page on WhatsApp & Social Media

- What it means: Post your seller page link in industry WhatsApp groups or Facebook B2B forums.
- Common mistake: Sharing only PDFs or images with no link to explore more.
- How Pepagora helps: Auto-generates a clean preview link for sharing.
- Real example: A Surat fabric seller posted her link in 2 women entrepreneur groups and got 8 leads in 48 hours.

10. Use Sell Offers to Announce Deals

- What it means: List seasonal or clearance offers on your page.
- Common mistake: Waiting for buyers to ask for discounts instead of promoting them.
- How Pepagora helps: Dedicated "Sell Offers" section to highlight limited-time deals.
- Real example: A Pune mobile accessories wholesaler listed a Diwali clearance offer and sold out within 6 days.

11. Add Certifications and Trust Badges

- What it means: Upload ISO, MSME, or export certificates to build trust.
- Common mistake: Leaving your profile blank or incomplete.
- How Pepagora helps: Supports PDF uploads for buyers to download and verify.
- Real example: A Delhi PPE supplier added ISO and DGFT certificates and secured two export leads from UAE.

12. Cross-Link Similar Products

- What it means: Link related products to keep buyers exploring your catalog.
- Common mistake: Having a disconnected catalog where buyers view one product and leave.
- How Pepagora helps: Suggests linking under "You Might Also Like."
- Real example: A Rajkot bearings manufacturer saw buyers spend more time browsing, with average session time doubling in 2 weeks.

13. Request and Display Buyer Reviews

- What it means: Ask satisfied clients to leave a short review on your profile.
- Common mistake: Not asking for testimonials, even from long-term buyers.
- How Pepagora helps: Enables you to request reviews via email link.
- Real example: A Coimbatore pump dealer collected 6 reviews and saw a 40% improvement in buyer trust metrics.

14. List Product Specifications Clearly

- What it means: Mention sizes, grades, usage, warranty, or compatibility.

- Common mistake: Writing one-line listings without key purchase info.
- How Pepagora helps: Structured fields ensure nothing important is missed.
- Real example: A Nagpur industrial tools supplier updated specs across 70 products and saw an 80% drop in repeated buyer questions.

15. Keep Your Business Profile Complete

- What it means: Fill out your “About Us,” location, working hours, product range, and company background.
 - Common mistake: Leaving half the profile empty.
 - How Pepagora helps: Shows completion status and offers help to improve it.
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Pepagora vs Traditional Methods What Works Better Today?

Why Pepagora ?

NEEDS

Essentials for growing and sustaining your business.

pepagora

The B2B Growth Engine

WHY IT MATTERS

Understanding the differences helps SMEs choose smarter platforms, reduce costs, and boost lead generation effectively.



Online Presence & Visibility

24/7 global exposure, SEO-optimized seller pages



Lead Automation & Targeting

Smart filters, direct inquiries, lead tracking tools



Digital Trust & Reviews

Ratings, catalogues, and instant credibility with buyers



ACHIEVEMENT

More than 1 lakh+ happy customers





Price

Compare to other b2b marketplace Pepagora is best



Shopping for Fun

Buy wholesale t-shirts for your cricket team



Import & Export

Get Multiple buyers and sellers across the globe

Why Pepagora is better than other b2b marketplace

<https://blog.pepagora.com/ways-to-get-leads/>

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It's clear by now that relying solely on traditional methods like trade shows, agents, and print ads is no longer a reliable way to grow a wholesale business especially in fast-paced cities like Mumbai, Bangalore, and Delhi, where digital-savvy buyers expect quick access to product info and instant communication.

Why Digital-First Wins in 2025

Wholesale buyers today are time-pressed, comparison-driven, and mobile-first. Whether it's a pharma buyer in Ahmedabad or a garments importer in Sri Lanka, they're more likely to Google products, scan for reviews, and submit quick inquiries rather than wait for trade shows or depend on agents.

Pepagora enables Indian wholesale sellers to match this behavior, offering a tech-enabled, low-cost, zero-hassle way to attract serious B2B leads. It's not just convenient it's essential.

The choice is simple: Keep waiting for leads using outdated methods, or turn your free seller website into your business's most reliable salesperson.

It's Time to Let Your Website Work for You

If you're still relying on agents, print ads, or trade shows to find wholesale buyers, you're working harder than you need to and leaving money on the table.

Today's B2B buyers aren't waiting for catalogues or cold calls. They're searching on Google, browsing mobile-friendly listings, comparing options instantly, and reaching out to sellers who are easy to contact online. If you're not visible in that space, you're invisible to the modern buyer.

That's where Pepagora's Free Seller Website changes the game.

Whether you sell industrial tools in Coimbatore, mobile accessories in Hyderabad, fabric in Tiruppur, or school supplies in Mumbai, you now have a way to be found by the right buyers, at the right time, with zero upfront cost.

You've seen how sellers across India are using simple, actionable strategies to turn their online page into a daily lead magnet. You don't need to be tech-savvy or hire a digital marketing agency. You just need a few minutes to activate your site and start using these 15 methods consistently.

This isn't about getting a website. It's about getting leads.

Take the Next Step: Turn Your Seller Page Into a Lead Engine

If you're ready to grow your wholesale business and reach more serious buyers online, here's how you can get started with Pepagora's tools — at no cost.

1. Create Your Free Seller Website on Pepagora

Claim your own SEO-friendly seller page and start listing your products in minutes. No coding. No investment. Just real visibility.

[2. Schedule a Demo to See Pepagora in Action](#)

Want a step-by-step walkthrough of how the platform works? Our team will show you exactly how to use your seller website to generate daily leads.

[3. Get Expert Support from Our Growth Team](#)

Need help uploading your products, improving your listings, or reaching more buyers in your region? Talk to our team for personalized guidance.

Previous Post

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